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AVON NEWS RELEASE

AVON PRODUCTS, INC.
9 WEST 57TH STREET
NEW YORK, NEW YORK 10019

CONTACT: WILLIAM J. CORBETT
212-593-5652

IRENE K. WILLIAMSON
212-593-5592

FOR IMMEDIATE RELEASE

AVON PLEDGES \$750,000 FOR ALTERNATIVES TO ANIMAL TESTING

March 18, 1981: Avon Products, Inc. has pledged three quarters of a million dollars for the study of alternatives to animal testing.

The cosmetics industry, through the Cosmetics, Toiletry & Fragrance Association (CTFA), has recently announced the establishment of a fund, with a goal of one million dollars, for the creation of a national center for the study of alternatives to animal testing. Avon commends CTFA for this action, and in support of this fund, Avon has committed \$250,000.

Beyond this direct contribution to the CTFA fund, Avon has set aside an additional \$500,000 for specific research projects that will evolve from the work of the national center for alternatives.

The creation of a national center for alternatives is a significant development, bringing together the expertise of leading scientists through the funding initiated by the cosmetics industry. We are confident that the CTFA fund and the additional commitments from Avon will ensure immediate action on this important project.

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TO ANIMAL TESTING

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Avon is committed to providing products of the highest standards of safety and quality for millions of consumers. We are hopeful that the research efforts of the national center on alternatives will enable us to continue to do so without the need for animal studies. To this end we pledge our support and full cooperation.

Avon is the world's leading manufacturer and distributor of cosmetics, fragrances and fashion jewelry. Its products are sold by approximately 1.25 million Avon Representatives to customers in 31 countries.

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